U.S. Army Accessions Command

First Handshake to First Unit of Assignment

Army and Army Marketing Overview

Purpose

Provide basic understanding of the Army structure, roles, the recruiting and training process, and terminology to facilitate understanding during the research review.

Structure of Briefing

1. The Army Organization and Structure
2. The Army Accessions Command (USAAC)
    A. The Army Recruiting Command (USAREC)
    B. Cadet Command (USACC)
3. The Recruiting Mission and Process
4. Marketing Communications

The Army Organization and Structure

The Army

The Army serves the Nation. We defend America's Constitution and our way of life. We protect America's Security and our Nation's interests. We answer the Nation's call to serve whenever and wherever required. We must prepare for decisive action in all operations. But above all we are ready to fight and win the Nation's wars - our nonnegotiable contract with the American people. The Army is and will remain the preeminent land warfighting force in the world. We serve as the ultimate guarantor of our way of life.

Field Manual 1
"The Army"
14 June 2001

The Army

The U.S. Army is the strongest, most respected and most feared ground force in the world.

At its core, the success of the Army lives and dies on every soldier's ability to think and to take decisive action -- to lead themselves and others.

Fundamentally, the Army protects all that the U.S. Constitution stands for. Each soldier will defend this to his/her last breath with Loyalty, Duty, Respect, Selfless Service, Honor, Integrity and Personal Courage.

To accomplish this mission, the Army invests in each individual, developing soldiers who are strong in mind, body, and soul, and who understand the power of teamwork.

The Army equips them to make a significant difference, on foreign soil and within their communities, as soldiers and as citizens.

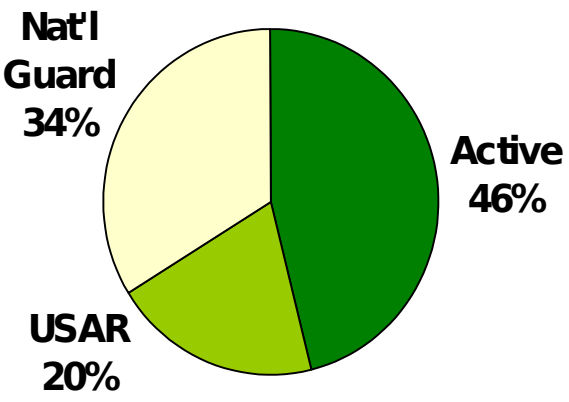
WARRIOR ETHOS

- **The Spirit of the American Soldier Transcends Branch / MOS / Function**
- **Tenets:**
  - **Mission first… with Army Values**
  - **Refuse to accept defeat… never quit**
  - **Never leave an American behind**
  - **Every soldier is a warrior**

Strategic Azimuth for Army Transformation!

Organization of the Army

- Two distinct components: active and reserve
  - Reserve components are: United States Army Reserve (USAR) and the Army National Guard (ANG)
- Active component is a federal force of full-time soldiers
- USAR is the active component's primary federal reserve force
- ANG has a unique, dual mission with both federal and state roles (falls under different advertising contract)
  - primary mission is as a federal reserve force
  - until mobilized for a federal mission ANG units are commanded by their state executive and must be able to respond to domestic emergencie

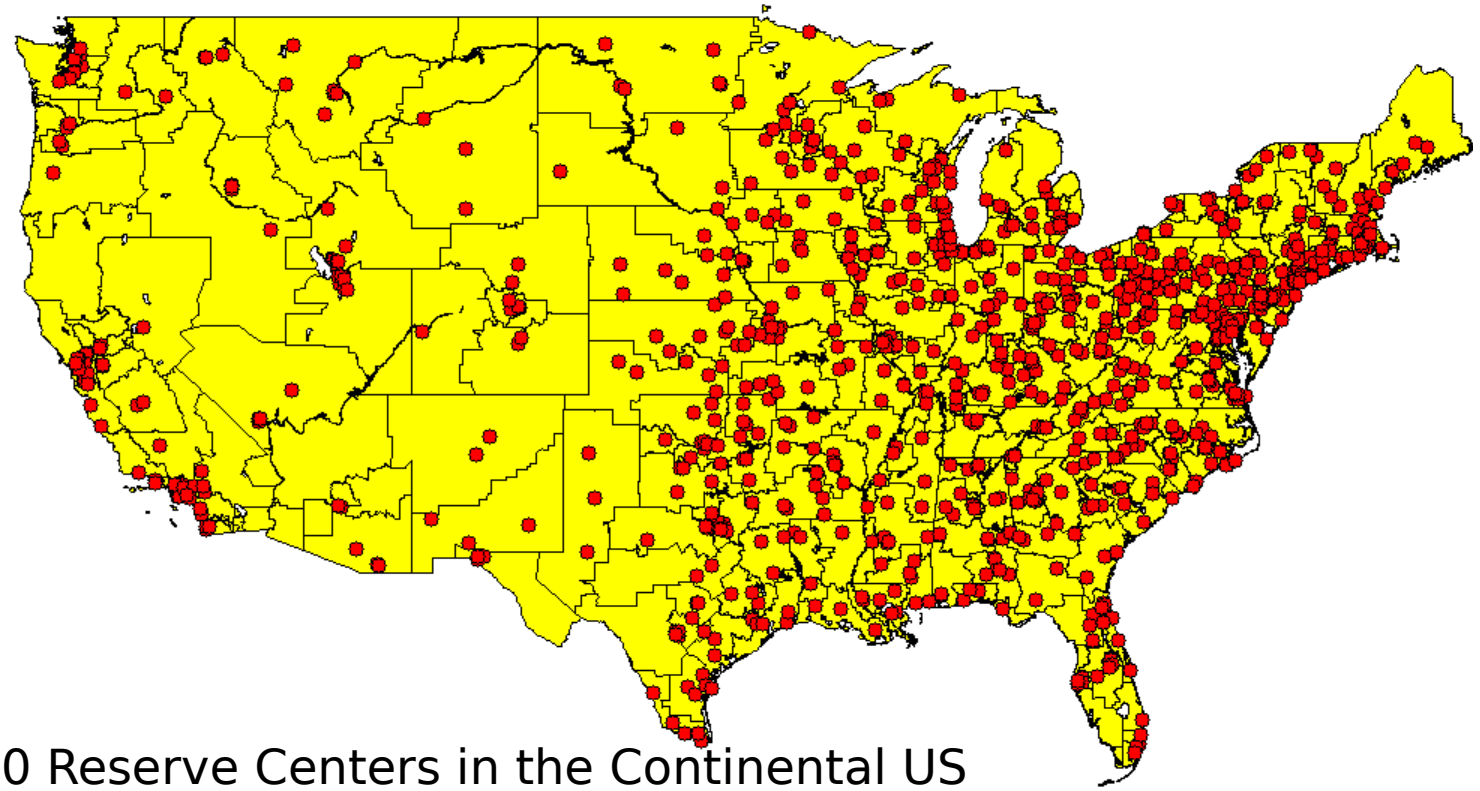


Sources: FM-1 and
FY02 Army Demographics Brochure

Regular Army

Stationed and deployed in over 125 countries world-wide

Army Reserve



Approx. 870 Reserve Centers in the Continental US
Plus: 23 units in Alaska, Hawaii, Guam, Samoa, Japan
26 units in Puerto Rico

United States Army Accessions Command (USAAC)

USAAC Mission Statement

USAAC recruits, accesses, and provides initial military training to transform volunteers into officers, warrant officers, and enlisted soldiers for the Army

Command Structure

- Accessions Command
- Recruiting Command
- Cadet Command
- USATC Fort Jackson
- Officer Candidate School
- rill Sergeant School
- Recruiting & Retention School
- Warrant Officer andidate School
- Basic Officer Leader Course (Phase I & II)

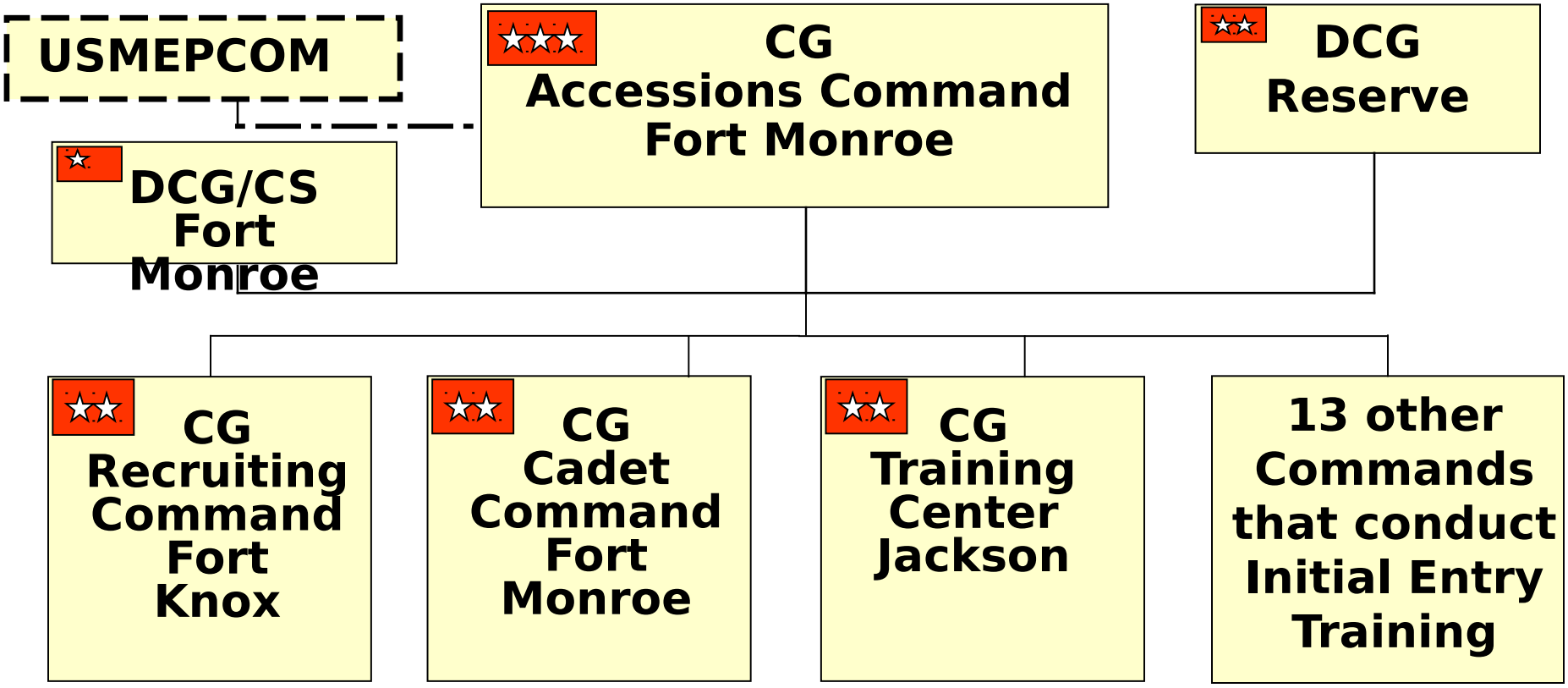
Civilian

- Secretary of the Army
  - Assistant Secretary of the Army (Manpower & Reserve Affairs)
  - Army Brand Group (ABG)

Military

- Chief of Staff of Army
  - CMDR of Training & Doctrine Command (TRADOC)
  - **CMDR of US Army Accessions Command (USAAC) includes Strategic Outreach Directorate**
    - US Army Recruiting Command (USAREC)
    - US Army Cadet Command (USACC)

USAAC Organization



Mission: USAAC recruits, accesses, and provides initial military training to transform volunteers into officers, warrant officers, and enlisted soldiers for the Army.

USAAC Vision Narrative

USAAC is an integrated team influencing civilians, veterans, and soldiers to set favorable conditions for first contact. We empower our cadre to recruit and train. We assess, select, develop, train and retain our volunteers through a seamless process from recruiter through initial military training to the first assignment. As a result, we produce officers, warrant officers, and enlisted soldiers inculcated with Army values and standards, imbued with a warrior ethos, and immediately capable of contributing to their first unit.

Our effort is focused on achieving this vision...

Provide the Right Soldier, at the Right Time and Place, with the Right Competencies, for the First Unit of Assignment

USAAC Strategic Objectives

- Standards & Readiness
  - Establish consistent standards across the training base.
  - Ensure Officer and Enlisted accessions maintain Army Readiness .
  - Maintain success - Don't break that which is going well now.
- Integrate
  - Provide Unity of Command for all recruiting and initial military training requirements.
  - Develop, and then maintain, seamless transitions between recruiting, processing, reception, training, and the operational Army .
  - Leverage talent and energy across combined organizations to improve business practices.

USAAC Strategic Objectives

- Access
  - Integrate recruiting for all Army soldiers and leaders.
  - Dramatically enhance the effectiveness of recruiting tactics, techniques, and procedures to ensure a prospect's first contact is with a professional soldier, knowledgeable of all Army opportunities, equipped with the best tools, and who exemplifies the profession of soldiering.
- Train
  - Advance the effectiveness of training by incorporating state-of-the-art training technologies and methodologies for both Initial Military Training and Cadre.
  - Establish assignment oriented training to reduce soldier development time and produce a team member with a higher level of competency able to contribute to the assigned unit upon arrival.

USAAC Strategic Objectives

- Sound Business Practices
  - Continue to improve upon existing practices by using proven and emerging methods from the commercial sector.
  - Leverage technology to develop new products.
  - Establish relationships between the major market factors and their effects and causes to Officer and Enlisted enlistment's.
- Support
  - Develop an integrated strategic communications plan that significantly improves our connection with America informing them of the opportunity to serve in the Army.
  - Leverage internal and external partners through extensive outreach that moves individuals and organizations to become a member of the team.
  - Reengineer the accessions information systems to provide increased flexibility and responsiveness for decision makers and reduce errors in information flow.
  - Establish quality assurance to fully accredit initial military training institutions.
  - Develop an integrated accessions research system that supports informed

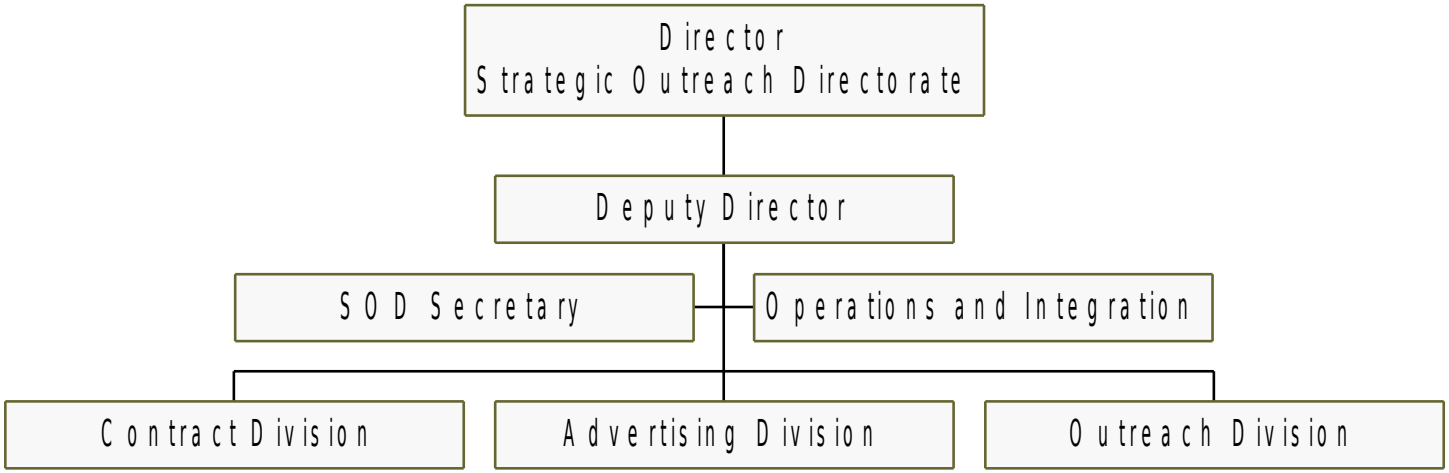
Strategic Outreach Directorate
USAAC

Mission Statement

AAC Strategic Outreach Directorate:

- Develops, directs and executes the Army's strategic communications in support of the Accession mission.
- Oversees advertising agency in support of recruiting of officers, warrant officers, and enlisted personnel.
- Is responsible for implementing marketing communications research, developing national advertising campaigns ICW Assistant Secretary of the Army (M&RA) and the Army Brand Group, and review of subordinate unit local advertising plans.
- Is responsible for the integration and synchronization of national marketing events and activities across the command.
- Is responsible for Strategic Outreach programs and the coordination and support of partners in recruiting.
- Coordinates with the TRADOC Public Affairs Office for the full spectrum of public affairs support to CG, USAAC.
- Coordinates and provides oversight on the advertising contract and serves as the command COR for all advertising contract actions.

Strategic Outreach Directorate



Contract Oversight
Budget

Officer Program Mgt
Enlisted Program Mgt
Direct Marketing
Media
Website
In-house Creative
Printing

Events
Promotions
Public relations
Partnerships

Primary Responsibilities

(Outreach Directorate)

- SOD leads management of:
  - Tactical Plan execution in coordination with Army Brand Group (ABG)
  - Ad production, in coordination with ABG
  - Budget and contractional tracking (in coordination with OASA-M&RA)
  - Recruiter support and local marketing – managed and executed by recruiting commands.

- Reporting out of executional progress (per the approved tactical plans) occurs at least quarterly during the Quarterly Review.

- In coordination with the ABG, SOD implements marketing communications research, develops national advertising campaigns, reviews and approves subordinate unit local advertising campaigns

United States Army Recruiting Command (USAREC)

USAREC Mission and Core Functions

Mission

Recruit With Integrity
High Quality Men and Women
to Meet Army Mission Requirements
While Caring for all Members of the Command

Core Functions

Recruit Quality Soldiers

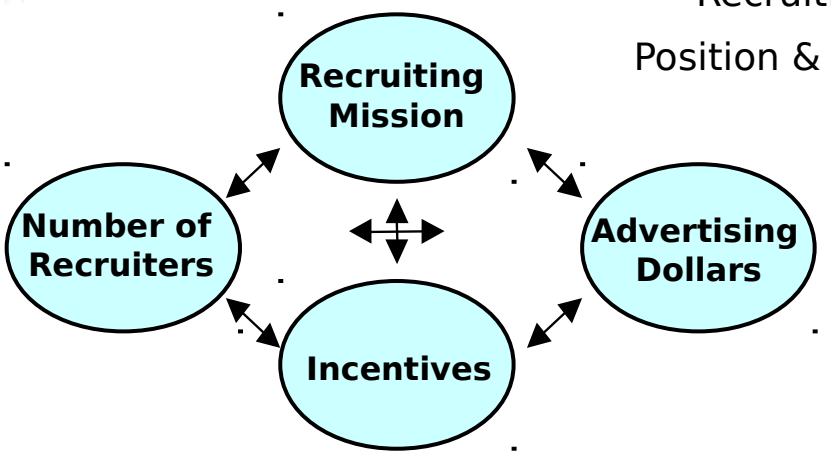
Identify, Understand & Communicate to the Market

Select, Train & Sustain the Sales Force

Recruiting Force Well Being

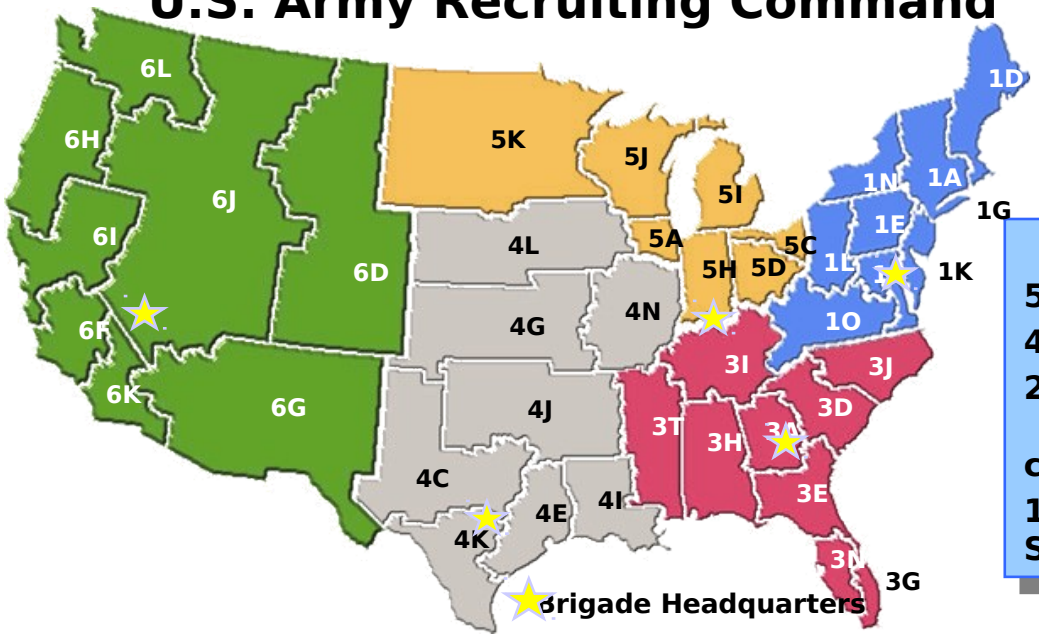
Position & Mission the Sales Force

Levers and Drivers



Metrics measure the performance of the various drivers.
Metrics may measure more than one driver and can span multiple levers.

U.S. Army Recruiting Command



OCONUS
Alaska
Hawaii
Puerto Rico
Germany
Japan
Amer Samoa
S. Korea
Guam

FY03 Structure
5 Brigades
41 Battalions
244 Companies (includes 10 contract companies)
1,713 Recruiting Stations

6th Bde
FY02 RA Msn:23,021
FY02 Prod: 23,220 (22%)

USAR Msn: 4,296
FY02 Prod: 4,646

6D Denver
6F Los Angeles
6G Phoenix
6H Portland
6I Sacramento
6J Salt Lake City
6K Southern Cal
6L Seattle

5th Bde
FY02 RA Msn: 19,289
FY02 Prod: 21,061 (20%)

USAR Msn: 5,073
FY02 Prod: 5,908

4C Dallas
4E Houston
4G Kansas City
4I New Orleans
4J Oklahoma City
4K San Antonio
4L Des Moines
4N St. Louis

3d Bde
FY02 RA Msn: 15,232
FY02 Prod: 16,280 (15%)

USAR Msn:5,991
FY02 Prod: 6,467

5A Chicago
5C Cleveland
5D Columbus
5H Indianapolis
5I Great Lakes
5J Milwaukee
5K Minneapolis

2d Bde
FY02 RA Msn: 22,395
FY02 Prod: 24,591(23%)

USAR Msn: 5,274
FY02 Prod: 5,899

3A Atlanta
3D Columbia
3E Jacksonville
3G Miami
3H Montgomery
3I Nashville
3J Raleigh
3N Tampa
3T Jackson

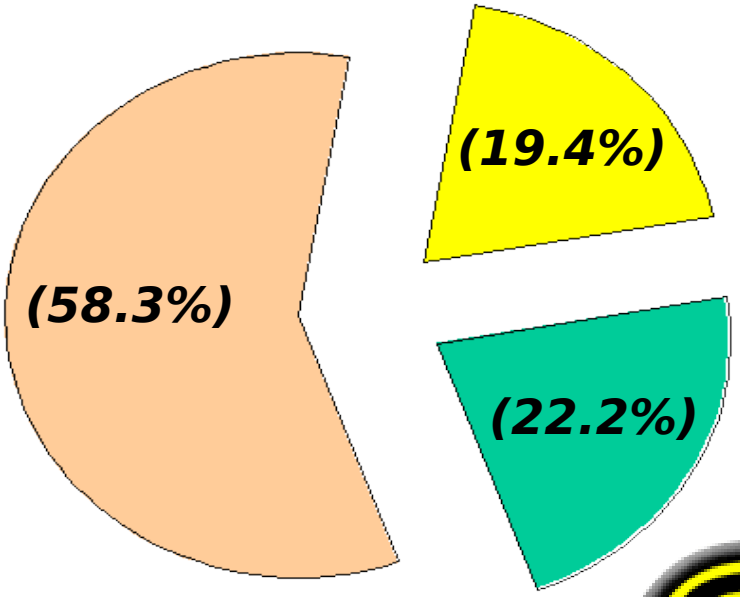
1st Bde
FY02 RA Msn: 22,165
FY02 Prod: 21,967 (20%

USAR Msn: 8,455
FY02 Prod: 8,367

1A Albany
1B Baltimore
1D New England
1E Harrisburg
1G New York City
1K Mid-Atlantic
1L Pittsburgh
1N Syracuse
1O Beckley

United States Army Cadet Command (USACC)

Officer Commissioning Sources



U.S. Army Reserve Officers' Training Corps (ROTC)

272 host colleges and universities nationwide, and partnerships with more than 1,000 additional schools

Note: ROTC mission for USAR commissions is ~

U.S. Military Academy
West Point, NY

U.S. Army Officer Candidate School (OCS)
Fort Benning, GA

Note: USAREC mission for NPS OCS is ~ 750

Cadet Command Mission

To commission the future officer leadership of the US Army and motivate young people to be better citizens.

- Produce half of the Army's Lieutenants; 3/4 of these access into the Active Component.
- Officers who possess the qualities we desire, including demonstrated scholar, athlete, leader traits, as well as strength of character, maturity, commitment to service.

Core Functions:

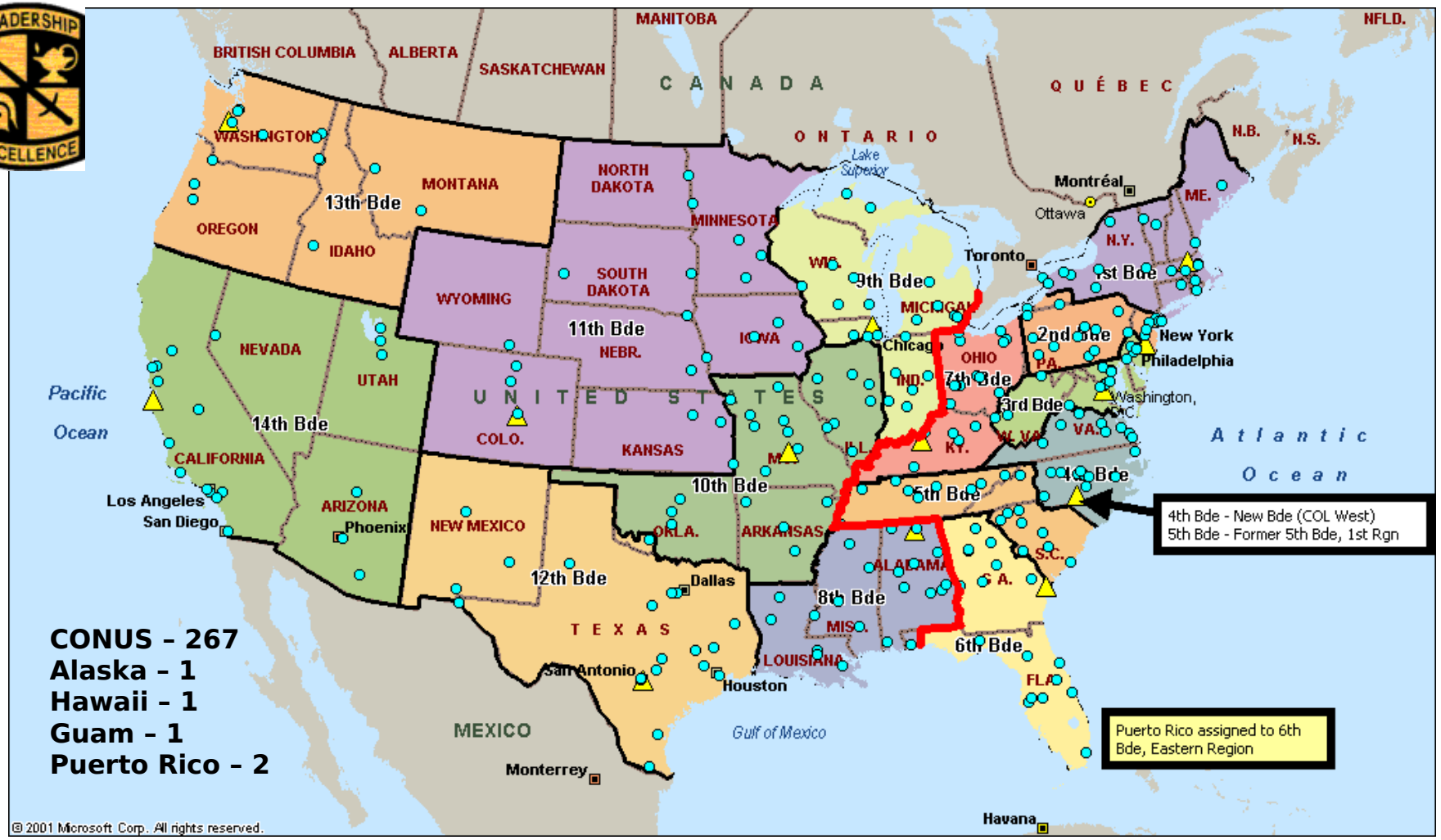
- Recruit quality prospects
- Develop confident, competent leaders

- Retain quality cadets to commission
- Sustain the Force
- Support JROTC

U.S. Army Cadet Command

Region and Brigade Breakdown

ROTC Host Colleges and Universities

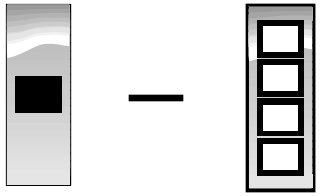


The Recruiting Mission and Process

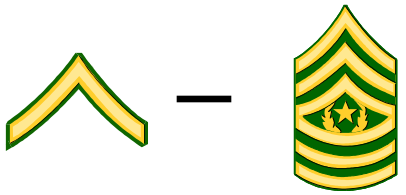
Roles in Which Our Soldiers Serve

Commissioned Officers - Command, plan, establish policy, and manage the Army. 14% of Regular Army

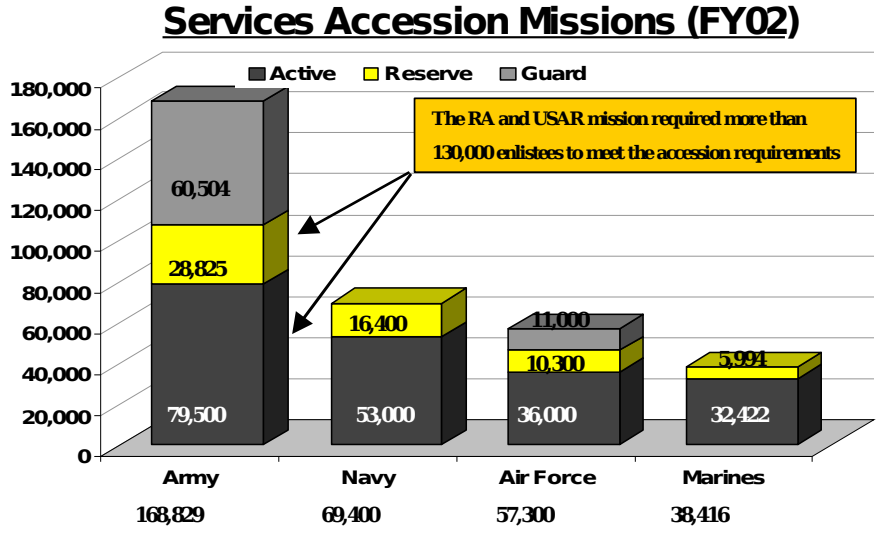
Warrant Officers - Serve in technical roles (pilots, maintenance, criminal investigation, medical roles and others). 2% of Regular Army

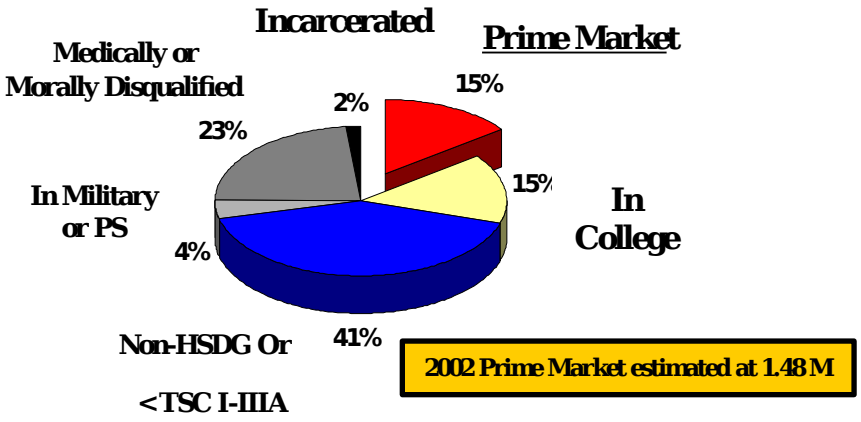


Enlisted - Conduct daily business of the Army, focus on individual training and team leading. 84% of Regular Army



Magnitude & Scope of the Recruiting Mission





- The Army (RA, USAR and NG) mission is greater than all other services combined.
- Army recruiting is complex and precise.

Must locate qualified applicants and present them the full array of Army opportunities:

- over 200 enlisted specialties
- 40 Warrant Officer Specialties
- ROTC and OCS Missions
- 48 Medical Officer specialties
- 6 Chaplain Specialties
- Army Civilian Acquired Skills Program

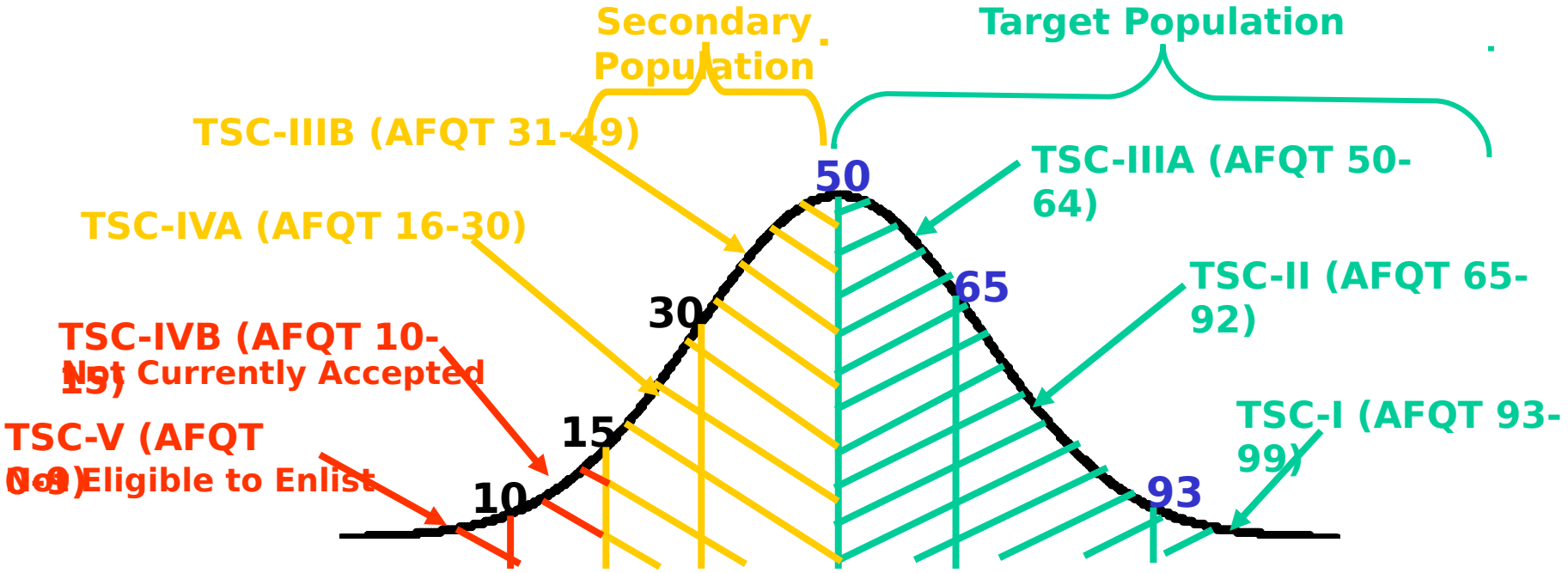
"Right Soldier and Right Skill at the Right Time and Place."

"You recruit an entire French Army a year." French Recruiting Command CDR, USAREC Visit 2002

Enlistment Standards

- Age: >17 and <35
- Citizenship: US citizen, citizen of US territory, or legal permanent resident
- Physical: Must pass enlistment physical
- Dependency: Must be drug free at time of enlistment
- Moral: No felony convictions, limits on misdemeanors and other violations
- Tattoos: Limitations on placement and content
- Dependents: Cannot be a single parent with guardianship
- Education: 90% must be high school graduates
- Aptitude: Must qualify on Armed Services Vocational Aptitude Battery (ASVAB)

Quality Definitions & Requirements



- **AFQT measures the score on four of the ten ASVAB tests**
  - Arithmetic Reasoning, Word Knowledge, Paragraph Comprehension, and Mathematics Knowledge

Requirements

- **TSC I-IIIA: No Statute, 60% DoD Policy, >62.5% Army Policy (Goal > 67%)**
- **TSC IV: <20% Statute, <4% DoD Policy, <2% Army Policy (Goal < 1.5%)**
- **Tier I (HS Grad or higher): >65% Statute, >90% DoD & DA Policy (Goal 90%)**
- **Moral & medical requirements**

Demographic Profile - FY03 Applicant

Regular Army

- Total Contracts: 92,613
- Male (80.0%)
- White (64.7%)
- African Am (16.4%)
- Hispanic (13.4%)
- API/Other (5.4%)
- Single (83.2%)
- Seniors (18.7%)
- Average Age: 21.3 yr
- Education: 12.2 yr
- TSC I-IIIA: 73.7%
- Average AFQT: 61.8
- Average GT: 107.7
- Term: 3.88 yr
- CONT. DEP: 4.6 mo

Army Reserve

- Contracts: 26,820
- Male (72.3%)
- White (60.1%)
- African Am (20.6%)
- Hispanic (13.4%)
- API/Other (5.9%)
- Single (81.1%)
- Seniors (13.3%)
- Average Age: 22.3 yr
- Education: 11.8 yr
- TSC I-IIIA: 68.9%
- Average AFQT: 61.1
- Average GT: 107
- Term: 5.63 yr

Based upon Command Volume contracts Source: Data Warehouse as of 30 Sep 03

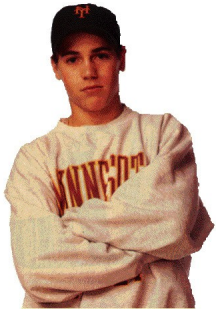
Enlisted Recruiting Process

Department of the Army
Yearly Accession Requirement

Commanders, US Army Training & Doctrine Command / US Army Accessions Command

Commander US Army Recruiting Command

Recruiting Contract Mission



Civilian

Soldier

RECRUIT	QUALIFY	CONTRACT	Delayed Entry Program	ACCESS
Prospect & Sell the Army	Mental, Moral & Physical Requirements	Sell the MOS	Maintain Motivation & Qualification	Arrive at Training Base

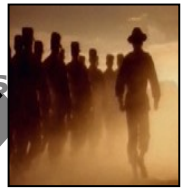
CRM is “from First Handshake to First Unit”

oldiers’ “Moments of Truth

Army…hmmm | *This could be for me!* | *I need the REAL story to decide* | *Did I do the right thing?* | *Training was tough but I expected that* | *Turns out I got just the training I needed* | *My assignment fits my interests and meets my expecta* | *I recommend others join the Army*

Externa

Becomes aware | Becomes ntrigued | Seeks Info | Applies / Tests | Contracts | DEP / Access | Attends IMT | Reports to Unit



Interna

What kind of soldier/leader do we need?

Who should we target—who’s high quality, high value?

What does a high quality, high value prospect need to hear?

How can we most effectively reach that target?

How can we select a successful soldier/leader?

How can we best match a prospect’s skills/interests to a job?

What’s important to this prospect so I can close this deal?

How do we customize our training to their skills?

How do we keep a recruit engaged?

How do we create a future influencer?

How do we deliver a unit-ready soldier/leader?

Sample metrics

Cost per lead | Lead to Contract Conversi | Scholarship offer acceptance rate | Referral rate | Quality of contracted volunteer | Cost per | Cost per attrite | Lead to IMT Grad Conversi | Veteran referral rate

ROI

…realize customer value and ROI - externally and internally.

Core beliefs underscore our CRM vision; we will assess implementation of our vision through key objectives

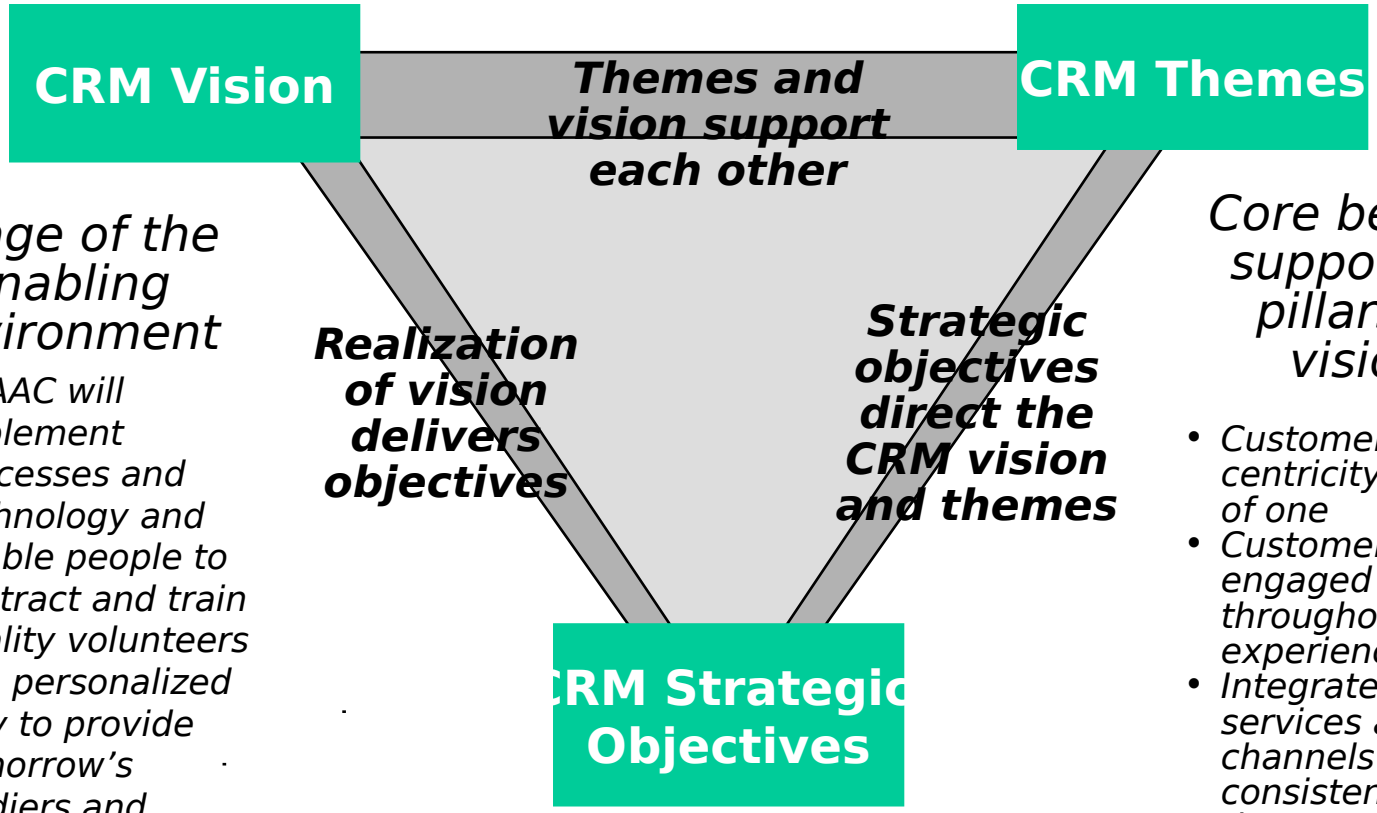

CRM Vision
Themes and vision support each other
CRM Themes
Realization of vision delivers objectives
Strategic objectives direct the CRM vision and themes
CRM Strategic Objectives

Image of the enabling environment

- *USAAC will implement processes and technology and enable people to contract and train quality volunteers in a personalized way to provide tomorrow's soldiers and leaders cost-efficiently*

Core beliefs/ supporting pillars of vision

- *Customer centricity-segment of one*
- *Customers are engaged throughout their experience*
- *Integrated services across channels provide a consistent face to the customer*
- *Touchpoints of choice for customers*
- *One-stop, full-service recruiting 24X7*

The desired <u>results</u>

- *Acquire and train quality volunteers to meet mission*
- *Retain DEPs and current force*
- *Enable a professional recruiting/training force*
- *Increase cost effectiveness of marketing, sales and training*

Marketing Communications and Outreach

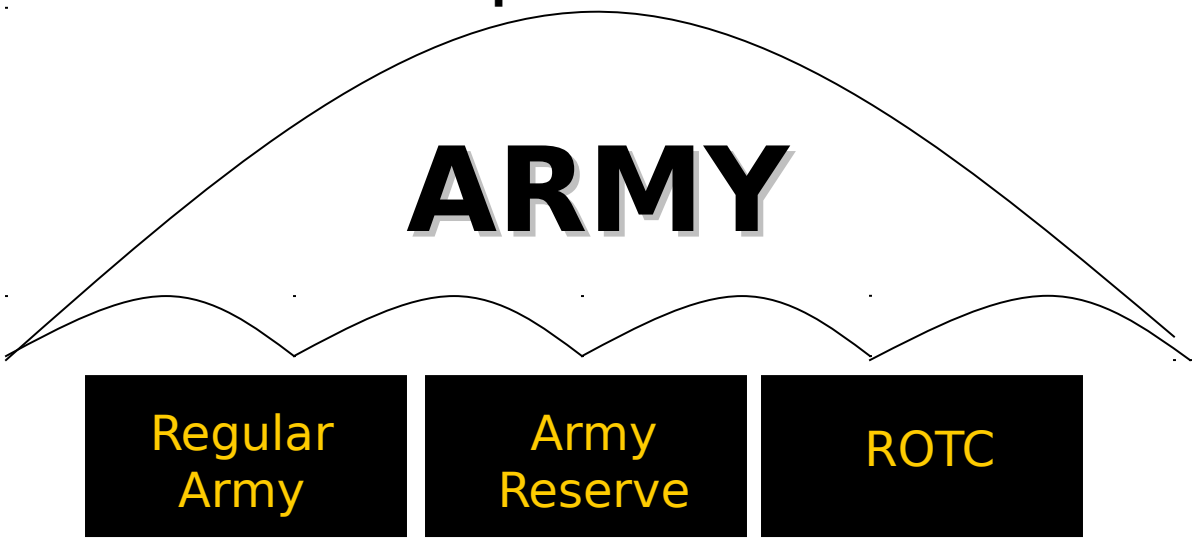
Marketing Communications and Outreach Goals

- Motivate Prospects to Join the Army and Army Reserve
- Generate Leads for Recruiters.
- Motivate Prospects and Influencers to Be More Receptive and To Seek More Information.
- Provide Information About the Benefits of Army Service.
- Maintain Top-of-Mind Awareness Levels.
- Overcome Sales Resistance.
- Promote a Positive Attitude About Army Service.

Target Audiences

- Prospects: Youth Ages 17-24 with emphasis on segments that emerge from on-going research.
- Influencers: Adults 35-54 who are the primary influencers of the target youth with emphasis on their parents.
- Internal Audience: Those presently serving in the Army with emphasis on recruiters.

The Army brand must be thought of as an umbrella over the Army's "products"



- The Army brand will have a single message, look, personality and tone
  - Linked brand positioning (messages)
  - Unified logo/ visual identity
- Each product has its own identity, but fits with the overall Army brand.
  - Linked positioning statements for RA, USAR and ROTC
- The products contribute to the image of the Army brand, and they will benefit from the positive associations consumers develop toward the umbrella brand.

Evolution of An Army of One

- USAREC failed mission in FY98-99.
- “Be All You Can Be” not resonating with target market.
- Army Senior Leadership got directly involved with recruiting.
- Secretary Caldera commissioned a review of the Army’s marketing program.
- What changed:
  - Contract procedures-hired private sector marketers- re-competed the contract-no more couponing-developed brand concept-call to action drives traffic to goarmy.com
- RAND conducted 10K sample survey of 18-24 year olds (market segmentation).
- “An Army of One” debuted late Jan FY01.

Army of One Advertising Campaign

- This campaign is based on quantitative and qualitative research and started January 2001

- It tackles, head on, the basic misconceptions that hinder recruiting for each recruiting command -- that the Army is not a place I want to be

- The marketing plan recognizes the Army's on-going dual needs

  - Put people in boots, now
  - Improve long-term recruiting propensity and accession by getting the Army into a young person's consideration set

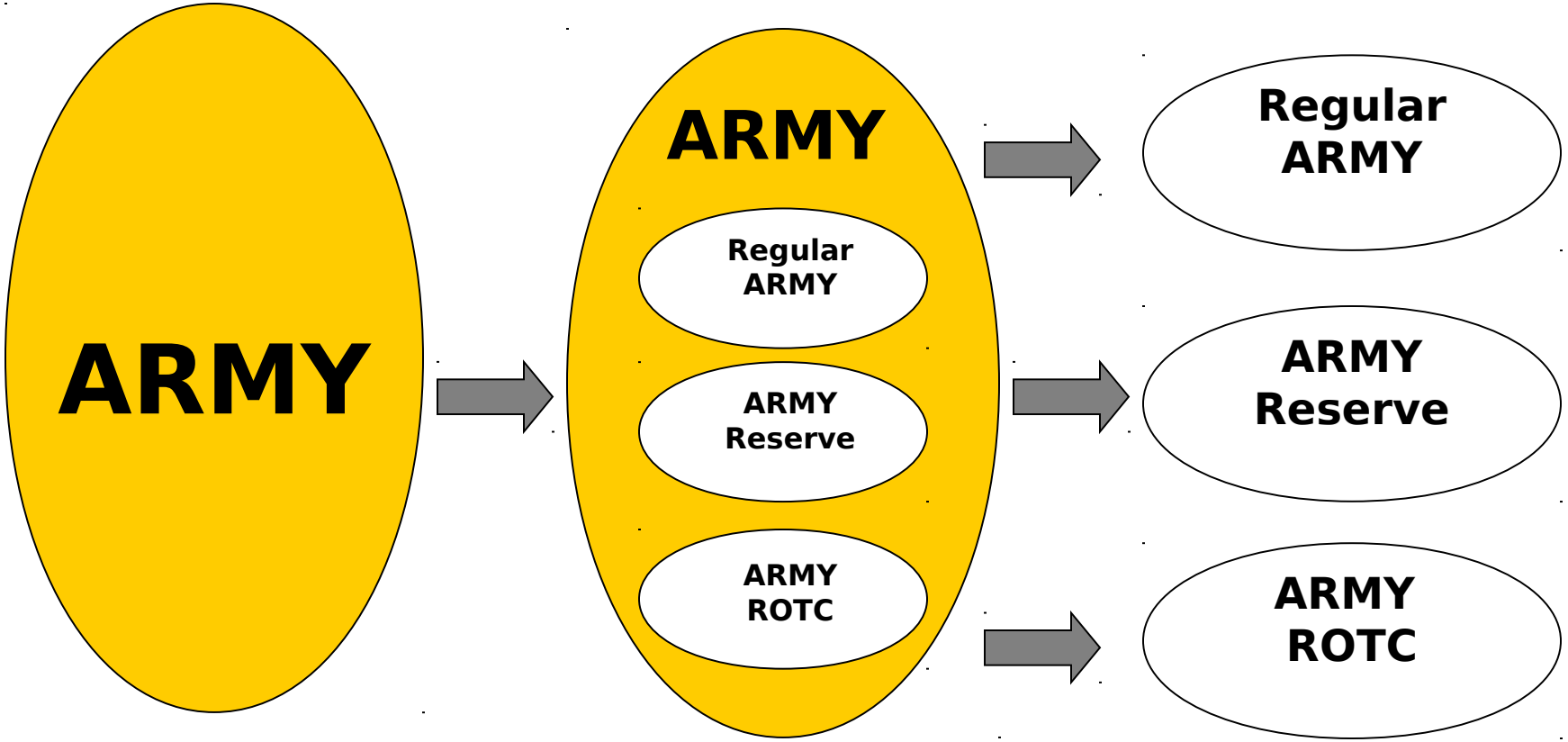
- Increase awareness among adult influencers

Active Army and Reserve have been planned together based on the needs of the consumer

- The Active Army and Reserve Non-Prior Service targets overlap
  - both missions target young adults 18-24
  - the Segmentation Study defines opportunity segments for the Army, and those segments contain prospects interested in Active duty and prospects interested in the Reserve
  - USAREC experience shows that many Reserve leads choose Active duty and many Active leads decide to join the Army Reserve
- Before we can sell prospects on the type of service (Active or Reserve), we have to convince them that the Army in general is an opportunity to consider
  - biggest problems are misperceptions and low propensity, which are common among all young adults
  - the first step is to help prospects understand the Army lifestyle and opportunities, and show them that people like them do indeed join the Army
- Once we have prospects interested and intrigued, we need to educate them on all of the Army's options
  - full time or part time
  - enlisted or officer
- Prospects will choose the option that's right for them once they have the basic facts and talk with a recruiter

The message will go from general to specific as prospects move through the contact process

Become Aware → Become Intrigued → Seek Info → Become a Lead → Purchase → Affirm Decision



Recruiting Continuum & Media Vehicles

- TV
- Print
- Radio
- Online Media
- Direct Mail
- DRTV
- Events
- Website
- Recruiter Materials
- Brigade/Battalion Events

Regular Army Marketing Communications Strategy

Target: **Qualified 17-21 year old young adults who are seeking a path in life**

Positioning: **Becoming a soldier is the "door-opening" opportunity that empowers me to succeed. It strengthens me mentally, physically and emotionally from day one to meet and ultimately master any challenge. It equips me to do things I never thought I could do.**

Army Reserve Marketing Communications Strategy

Target:

Qualified 17-24 year old young adults who have a tie to their community and are seeking something more.

Positioning:

Becoming a Reserve soldier is the addition to my life that empowers me to succeed more fully. It strengthens me mentally, physically and emotionally beyond the opportunities of my current situation. It allows me to do this on a part-time basis while staying and helping in my community.

Army ROTC Marketing Communications Strategy

Target: **Prime Market of Scholar-Athlete-Leaders who are in college or college-bound**

Positioning: **Officership is an honorable profession (similar to legal and medical professions); ROTC is the means to achieve Officership.**

College Army ROTC and service as an Army Officer provide the best leadership experience in the world.

Becoming an Army Officer is a door-opening opportunity.

Army Influencer Marketing Communications Strategy

Target: **Respected friends, family and "mentors" of young adults who want to see the person they care about happy and successful.**

Positioning:

Becoming a soldier is the opportunity that empowers the person I care about to succeed. The Army strengthens them mentally, physically and emotionally to meet and ultimately master any challenge and achieve their full potential.

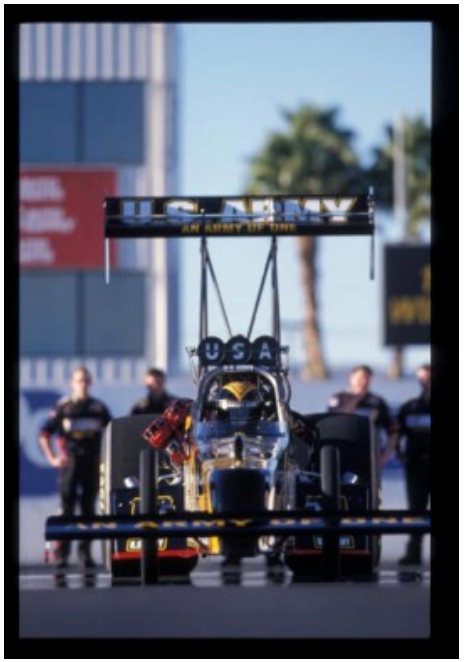
Outreach Programs

- **Primary Focus:**
  - **Local Marketing Support**
  - **National Sports/Events Marketing**
  - **Minority Outreach and Coalition Building**
- **Goal: Synchronize Army Assets for maximum regional/local impact**
  - **Objective: Deploy high pay-off assets against high pay-off targets**
  - **Objective: Assist Battalions in the development of local strategic plans**
- **Goal: Reconnect America's Army with America's People**
  - **Objective: Develop partnerships and coalitions at the community level**
  - **Objective: Recognize outstanding students**

Events Marketing

- *Outreach to America*
  - Partnership for Youth Success
  - All American Bowl
  - Army Motor Sports
  - The Army Game
- *Public Affairs*

Motorsports



- The U.S. Army Motorsports Outreach Program is a multi faceted, Congressionally-directed test program to help the Army achieve its accessions mission through outreach to the fans.

Recruiting Outreach Efforts

Leverage Army programs to provide opportunities, life skills and leadership back to local communities by partnering with:

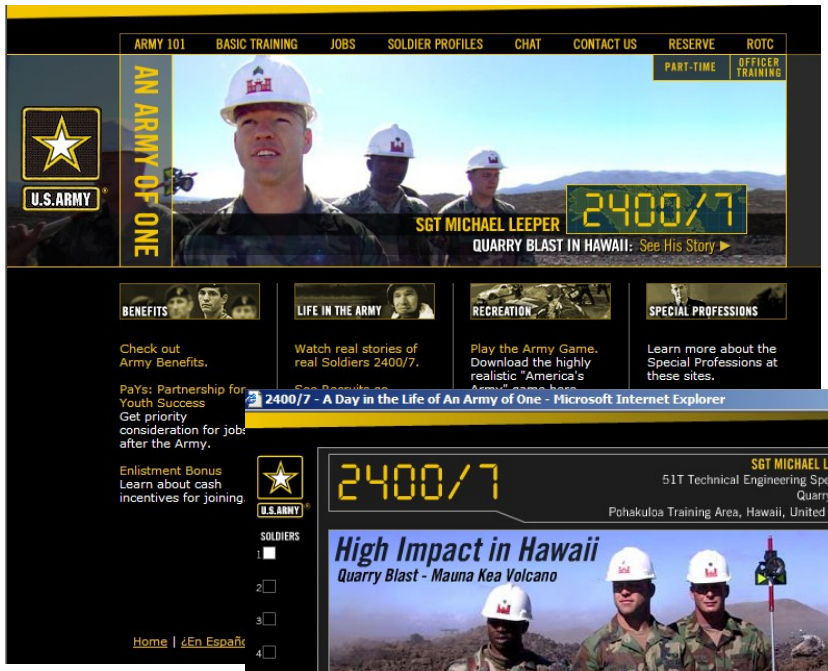
- United States Hispanic Chamber of Commerce
- League of United Latin American Citizens
- National Urban League
- American Legion and other veterans associations
- Local Chambers of Commerce and civic organizations
- Various regional outreach programs at the brigade and battalion level tie together all our recruiting outreach efforts

Offers Opportunity
- **Prepares for Continued Higher Education**
- **Encourages Youth To Stay In School**
- **Provides Training and Travel Opportunities**
- **Offers future employment opportunities**

Develops Leadership
- **Instills Values**
- **Develops Self-Confidence**
- **Develops team player**

Teaches Life Skills
- **Discipline**
- **Citizenship**
- **Time Management**
- **Prioritization**
- **Drug Free**

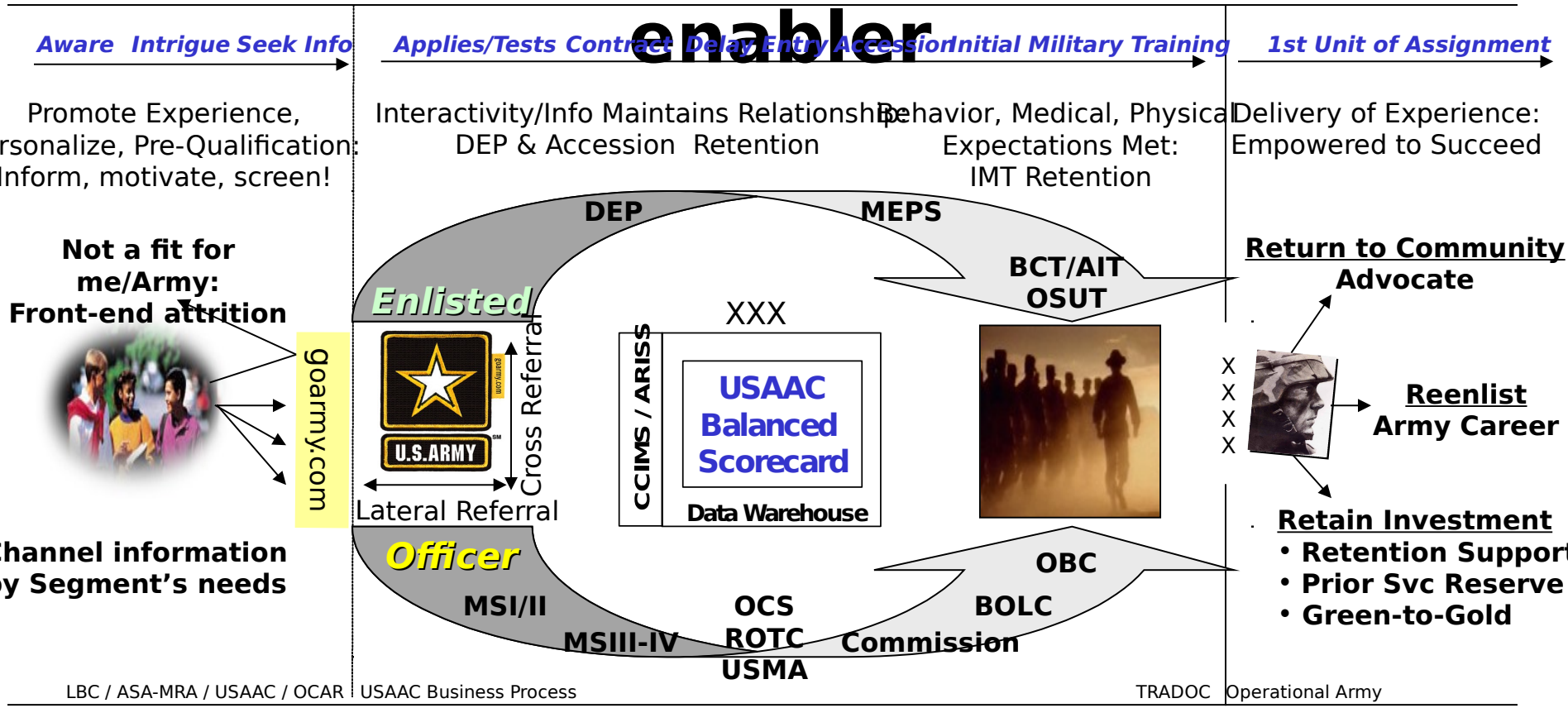
www.goarmy.com



ARMY 101
BASIC TRAINING
JOBS
SOLDIER PROFILES
CHAT
CONTACT US
RESERVE
ROTC
U.S.ARMY
BASIC TRAINING
THE MAKING OF AN ARMY OF ONE℠
Follow the lives of six recruits as this real-life web series captures their nine-week journey from civilian to soldier. Join them each week, via video and multimedia installments, as they overcome their fears, realize their strengths and master the challenges of Basic Training.
Recruit Profiles
Michelle
Meet the six recruits
EVER
Español/English
RICHARD
JERMAINE
BEN
ALICE
Español/English
NG WEEK: 00 01 02 03 04 05 06 07 08 09
Home | ¿En Español? | 1-800-USA-ARMY, ext. 181 | Privacy & Security Notice

2400/7 - A Day in the Life of An Army of One - Microsoft Internet Explorer
2400/7
SGT MICHAEL LEEPER
51T Technical Engineering Specialist
Quarry Blast
Pohakuloa Training Area, Hawaii, United States
SOLDIERS
High Impact in Hawaii
Quarry Blast - Mauna Kea Volcano
SURVEYING TUTORIAL
See the tools of the trade.
It might look like the moon, but it's a volcano in Hawaii. And it's where SGT Leeper is surveying the land to help coordinate a quarry blast.
ARMY JOBS NETWORK
Click on a job number to learn more about related jobs
62E
51R
62N
51T
62G
51H
Mike Vs. Volcano
Leading a Full Life
A Triple Threat
Sign Up for E-mail Updates
Send for Info
Chat with a Recruiter
Goarmy.com | 1-800-USA-ARMY, ext. 181 | Privacy & Security Notice

GoArmy.com vision as the CRM enabler



goArmy.com Functionality

- Portal, Personalize, Profile, Self-Apply
- Cyber Station, Point of Sale, Pre-Qual
- ASVAB, Medical/Moral/Physical Screen
- Chat, Virtual Tours, AKO, Web Cam

goArmy.com Content

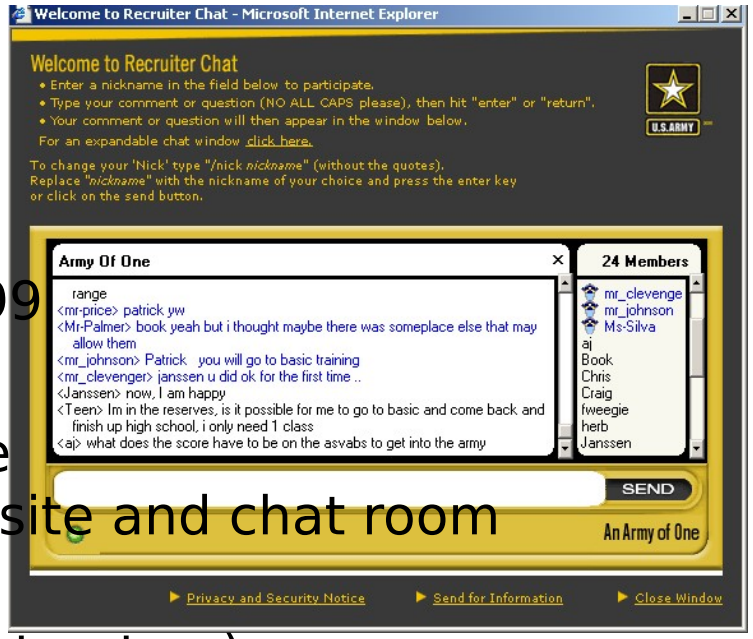
- Details on Army IMT requirements
- ArmyDEP.com, IMT Schools
- Officer/Enlisted IMT Pages
- Details on Army Career Experience

goArmy.com Measurements

- Prospect Feedback (Surveys}
- Web Usability Studies (Qual.)
- CRM Technology (Behavior)
- Predictors of success

…information availability at all touchpoints enables soldier success

Cyber Recruiting

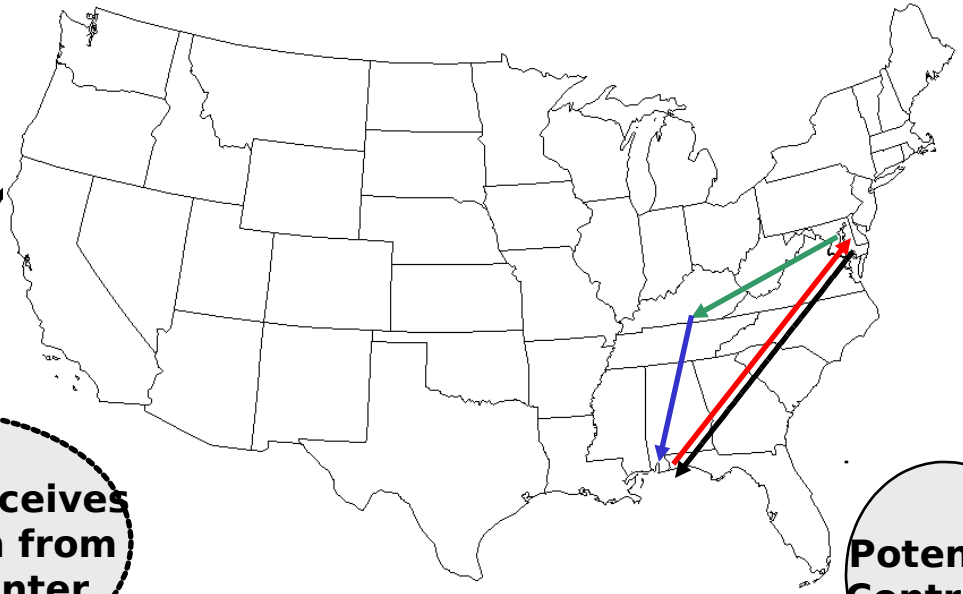

Welcome to Recruiter Chat - Microsoft Internet Explorer
Welcome to Recruiter Chat
• Enter a nickname in the field below to participate.
• Type your comment or question (NO ALL CAPS please), then hit "enter" or "return".
• Your comment or question will then appear in the window below.
For an expandable chat window click here.
To change your 'Nick' type "/nick nickname" (without the quotes).
Replace "nickname" with the nickname of your choice and press the enter key or click on the send button.
Army Of One
24 Members
range
<mr-price> patrick yw
<Mr-Palmer> book yeah but i thought maybe there was someplace else that may allow them
<mr_johnson> Patrick you will go to basic training
<mr_clevenger> janssen u did ok for the first time ..
<Janssen> now, I am happy
<Teen> Im in the reserves, is it possible for me to go to basic and come back and finish up high school, i only need 1 class
<aj> what does the score have to be on the asvabs to get into the army
mr_clevenge
mr_johnson
Ms-Silva
aj
Book
Chris
Craig
tweegie
herb
Janssen
SEND
An Army of One
Privacy and Security Notice
Send for Information
Close Window

- Located at USAREC, Fort Knox since November 1999
- New Facility Grand Opening Jan 03
- Advertising campaign drives people to the GoArmy Web site and chat room
- 39 cyber recruiters (2 military and 37 contractors) conducting online chats 6 days a week in English and Spanish
- People come voluntarily - already interested, anonymously
- Online exp ts and incent

Performance Indicators	FY01	FY02	YTD FY03
Chat Visitors	163573	248489	237415
Email	77896	106152	189501
Leads	13176	13763	9534
Enlistments	886	1408	1144

As of: 25 Aug 03

LEADS Syster



Prospects Respond to LEADS Center

Prospect Receives Information from LEADS Center

Potential Contract!

Advertisement:
DRTV
Internet
Direct Mail
JRAP
Phone
Print Ads
White Mail

LEADS Center
Screens
Forwards LEADS to USAREC
Maintains Dispositions

USAREC - ARISS TOS
Forwards LEADS to Recruiters
Maintains Dispositions
Reports to CLT, BLT

Local Recruiter
Contacts Prospect
Sets Up Appointment
Updates Disposition

Advertising Leads and Traffic Update

Lead Origin:	Oct - Sep FY02:	Oct - Sep FY03:	%Change from FY02 to FY03:
Total Leads[1]	690,317	799,619	15.8%
Internet Leads[1]	170,041	252,385	48.4%
1-800 Calls[2]	820,551	683,122	-16.7%
Web Visits[1]	10,160,981	11,029,526	8.5%
Chat Room Visits[1]	248,886	271,919	9.3%

Advertising Leads Summary (comparison between FY02 versus FY03)

- Total leads are UP 15.8%. J
- Internet Leads are UP 48.4%. J
- 1-800# IVR and Live Call volume is DOWN 16.7% *(due to DRTV blackout during Iraq War. DRTV resumed May '03, but never fully recovered from blackout).* L
- Web Visits are UP 8.5%. J
- Chat Room Visitor sessions are up 9.3% *(dropped during DRTV blackout).*
  - E-mail traffic has increased 97.4%. J *(dropped during DRTV blackout).*

Action Office: ATAL-AM; Mr. Hassinger, 502-626-0339

[1] *As of 30 Sep, 2003 (FY'03)*
[2] *As of 26 Sep, 2003 (FY'03)*

Communications Programs

- Active
- Reserve
- ROTC
- Army Medical Corps
- Chaplain corps
- Judge Advocate General Corps
- Army Bands
- Reenlistment
- USAR and Prior Service
- OCS/WOFT
- Special Forces

U.S.ARMY